

Cathy Reeves

Marketing for Managers

October 19, 1995

8:00 a.m. to 5:00 p.m.

Santa Fe Room, DCCC

Co-Sponsored by:

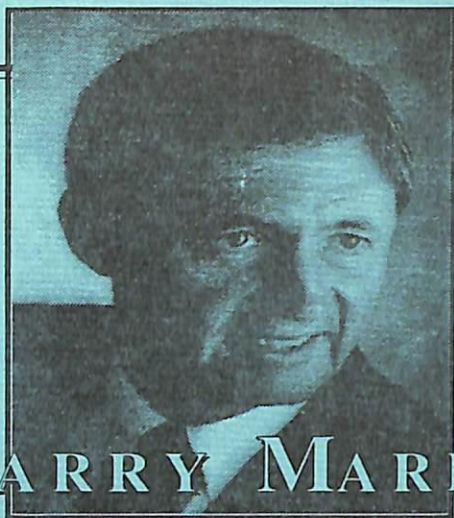
Job Service Employers Committee

**Western Kansas Manufacturing
Association**

Dodge City Community College



PRESENTER



LARRY MARIK

EDUCATION UNLIMITED

With a masters degree in education from North Texas State University and 25 years of experience in education and banking, Larry knows how to put proven theories into practice in the business environment. What you gain is an understanding of how to increase company productivity and efficiency.

Larry brings to each project an awareness of the important role each employee plays in the smooth operation of an organization. Based on his input, you can accomplish such objectives as streamlining the communications process, putting marketing research to work for you, and instituting performance appraisal programs.

Larry is as much at home addressing a group of senior citizens as he is at a gathering of teenagers. His engaging style and wide area of expertise make him the perfect keynote speaker for any event from a graduation exercise to a banquet.

No matter what your business, Larry is highly skilled at addressing any number of issues in an extremely dynamic, interesting way. His warm, personal style stimulates the exchange of information and expedites the learning process.

Vital Statistics

- B.A. in education from Wayne State College
- M.A. in education from North Texas State University and University of Nebraska-Lincoln.
- Graduate of Bank Marketing Association School of Bank Marketing and the Stonier Graduate School of Banking
- Senior Vice President of First National Bank of Columbus; responsible for marketing human resources and training
- Elected mayor of Columbus, Nebraska (1984). One of the youngest mayors in the state. Served two terms, 1984-1988 and 1988-1992.

Class Contents

In most cases, the class is only as effective as the teacher is good. Larry's classes are enlightening, informative sessions that can help people to sell, communicate and manage better.

Topics

- People and Personalities
- Personal Development
- Change: its effect
- Performance Appraisal Programs
- Marketing Research
- Writing Training Programs
- Customer Service
- Personal and Career Analysis
- People Skills
- Management
- Marketing Fundamentals
- Customer Service
- Sales

NOTICE

THIS CLASS IS BEING OFFERED FOR COLLEGE CREDIT. NO PARTIAL CREDIT WILL BE GIVEN.

Special Notice

We accommodate persons with disabilities. Please call our office and a representative will contact you to discuss your accommodation needs. In order to assure accommodations, please register at least two weeks before the start of the event.

DCCC is committed to equal opportunity for all students, regardless of age, sex, race, color, nationality, ethnic origin, religion or veteran status.

Class Objectives:

1. Defining your business
2. Develop a marketing plan
3. Develop an organization plan
4. Putting it all together - Is it more than just advertising & selling?

Registration Information & Fees:

Class only Fee is \$15.00 In State, \$45.00 Out of State. Class, Persons wishing to register by mail may do so by completing the form below. To register by phone, please call: 1-800-742-9519 or 316-225-1321, extension 295

To register make checks payable to:
Dodge City Community College and mail to:

Peggy Schoen,
Center for Business and Industry
2501 North 14th Avenue, Dodge City KS 67801-2399

"Marketing for Managers"

Please fill in all blanks

Social Security Number: _____
Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Home _____ Work _____
Birth City: _____ Birth State: _____
Sex M/F Home County: _____ Date of Birth: _____
Ethnic Origin: _____ Began KS Residency _____
Year H.S. Graduation: _____
DCCC Hrs. Completed: _____ Other Hours: _____
Class only _____ Class, Room & Board _____
Line #: **CBI-100-2619**